



1 to 3 PARTICIPANTS



PAGES ALLOWED



PRESENTATION TIME

OBJECTIVE

The Advertising Campaign event involves one (1) to three (3) participant(s) preparing an advertising campaign for any service, product, company or business, then presenting the campaign to a prospective client/advertiser selected by the participant(s).

DESCRIPTION

In the Advertising Campaign event the participant(s) select their own client, indicate an appropriate budget amount, select their own media, and determine the timeline for the campaign. There is no set budget; however, a budget must be determined by the participant(s) and should be appropriate for the client and for the campaign. For media rates and guidelines, documentation must be provided to the judge(s).

The presentation will be given to a decision-maker (judge) in the prospective client's/advertiser's organization, as specified by the participant(s). In addition to the presentation, a prospectus of not more than ten (10) pages, including title page, must be prepared and presented as part of the entry. This will be used to direct and reinforce the presentation to the judge(s).

FOR INTERNATIONAL COMPETITION

The content to be evaluated is found in the standard Evaluation Form located in these Guidelines. Preliminary round competition will consist of an evaluation of the prospectus, minus deductions from the Written Entry Checklist, and one presentation for a possible one hundred (100) points. Participant(s) will be ranked by section and a predetermined number of participants/teams will be named finalists. Finalists will again be evaluated based on their prospectus (minus deductions) and presentation to determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference.

Read everything carefully in the Guidelines for the Format of the Prospectus, Guidelines for Media Documentation, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an advertising campaign to business and industry professionals (judges), the participants will develop or reinforce the following areas in relation to the advertising industry:

- Using written communication in forms and reports
- Collecting information, obtaining facts and ideas
- Writing clear, attention-getting advertising copy
- Developing advertising/promotional budgets
- Developing an advertising/promotional plan
- Planning and scheduling advertising/promotions
- Demonstrating the application of advertising principles and techniques to the business environment
- Organizing and presenting ideas and concepts effectively, in a clear and logical order
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of customer/client needs
- Accomplishing objectives as a team (where appropriate)

ADVERTISING CAMPAIGN PARTICIPANT INSTRUCTIONS



GUIDELINES FOR THE FORMAT OF THE PROSPECTUS

The participant(s) must prepare examples, in the form of a prospectus, of all forms of advertising media necessary for the campaign. Read carefully and follow the instructions for: Title Page, Format for the Prospectus and Evaluation of the Prospectus, Checklist Standards, Guidelines for Media Documentation, and Written Entry Checklist.

TITLE PAGE

The first page of the prospectus is the title page which lists the following:

ADVERTISING CAMPAIGN
Title of Campaign/Name of Business
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City/State/Province, ZIP or Postal Code
Country
Participant(s) Name(s) and Address(es)
City/State/Province, ZIP or Postal Code
Country
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered "2". The Written Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

FORMAT FOR PROSPECTUS AND EVALUATION OF THE PROSPECTUS

The body of the prospectus should include:

SECTION 1 - OBJECTIVE(S) OF THE CAMPAIGN

SECTION 2 - IDENTIFICATION OF TARGET MARKET—PRIMARY AND SECONDARY MARKETS

SECTION 3 - LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

SECTION 4 - COST ESTIMATES

SECTION 5 - SCHEDULES OF ALL ADVERTISING PLANNED

SECTION 6 - DOCUMENTATION OF APPROPRIATE MARKET AREA MEDIA RATES AND GUIDELINES

(See "Guidelines for Media Documentation")

Special Note: Use the prospectus for support and documentation of the information presented.

ADVERTISING CAMPAIGN CHECKLIST STANDARDS



CHECKLIST STANDARDS

In addition to the items outlined above, participants must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all participants. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two “official” prospectuses must be submitted. Both of these must be submitted in official Collegiate DECA (or DECA) folios. Folios are available from DECA Images (catalog # FOLIO). No markings, tape or other materials should be attached to the folios.
2. Both prospectuses must be brought to the participant briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge(s) prior to your presentation.
 - The participant(s) may retain other copies (or photocopies) for their personal reference during the presentation. These do not have to be in official folios, will not be evaluated, and may not be shown to judge(s).
3. The prospectus must be limited to ten (10) pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered “2”. One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum ten (10) pages.
4. Body copy of the prospectus must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.
7. Written documentation for media rates and guidelines appropriate for market area must be provided. This must be brought to the presentation to the judge(s) to be checked according to the Written Entry Checklist and to be available for the judge(s).

ADVERTISING CAMPAIGN

GUIDELINES FOR MEDIA DOCUMENTATION



Documentation must be provided to serve as written proof of media rates and applicable guidelines for the appropriate market area (most judges will be from the area where the conference is being held). The purpose of this documentation requirement is to account for differences in clients, media rates, guidelines, etc. that vary from region to region and market to market (i.e. New York City versus Small Town, USA). The documentation is provided to allow your prospective client (judge) to evaluate your campaign with the greatest possible effectiveness given the limited time, and to allow you to best communicate the media portion of your campaign. While you should certainly summarize the media actually used within your ten(10) page prospectus, you still must provide the support documentation (i.e. a copy of the letter sent to you from the radio station, the actual rate book used for your market, printouts of rates available on the Internet) from the media company/companies as proof of rates. Any information created by the participants (i.e. summary of media used, description of media used) is NOT APPROPRIATE for the media only Appendix or separate Media Documentation and may be subject to penalty points under the Written Entry Checklist guidelines.

There are many forms in which you may receive media rates and guidelines for your market, whether it is a few pages faxed from a small radio station, or a media booklet developed and published for a large metropolitan market or a printed rate schedule available on the Internet.

NOTE: Simply providing the "source" of the information does NOT satisfy the guidelines if the actual information is available. For example, if you obtained rates via the Internet you should identify the source but you must ALSO print out the rates pages that you used and include them in the Appendix. Simply providing the name of the website or a URL is not adequate. However, if it is not possible to provide a printout, photocopy, etc. of the rates then state clearly why this was not possible.

The format options for media documentation are as follows. Participants are encouraged to use divider pages or other such methods for clearly identifying media documentation and separating each document. If used within the media documentation, they will not be subject to the written entry checklist standards.

MEDIA ONLY APPENDIX

If your documentation consists only of a few pages and will easily fit in the official folio with your written prospectus, you may choose to include an Appendix for media documentation. If you choose this approach, your media Appendix will NOT count as one of the maximum ten (10) pages allowed.

NOTE: If material other than actual media information (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist guidelines.

SEPARATE MEDIA DOCUMENTATION

If your documentation consists of many pages (it may even be in bound form) and does NOT fit in the official folio with your written prospectus, you may choose to provide separate media documentation. If you choose this approach, your media documentation does not need to follow any certain formatting guidelines and will NOT count as one of the maximum ten (10) pages allowed.

NOTE: If material other than actual media information (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist guidelines.

Remember, as in a real-world situation, it is up to the participants to effectively present their media to the prospective client (judge), given the guidelines and time limits for written documentation and presentation outlined in this publication.

ADVERTISING CAMPAIGN

GUIDELINES FOR THE PRESENTATION



GUIDELINES FOR THE PRESENTATION | REFER TO THE EVALUATION FORM.

1. A one- (1-) page position paper may be prepared and given to the judge(s) at the start of the presentation to explain the nature of the campaign and any assumptions regarding the judge's role. If done, this does NOT count as one of the maximum number of pages allowed.
2. A contract for the campaign which designates proposed media costs and agency fees will be presented by you as part of the close of the presentation. You may attach your business card to the contract. These are not to be part of media documentation.
3. State of the art technology may be used in the presentation. These include but are not limited to print ads, radio ads (scripted or audio), television ads (story/concept boards, scripted, video, etc.), and personal or laptop computers/hand-held digital organizers. However, all materials, equipment, supplies, etc., must be provided by the participant. It is highly recommended that a power strip or surge protector be used by the participant. (DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.). There may or may not be electrical outlets available in the presentation room.
4. All presentation materials must be prepared by the participant with the exception of product samples. Sample products may be used as part of the presentation.
5. Participants will have up to twenty five (25) minutes to set up in the presentation room/area, present their advertising campaign and answer questions from the judges. Other persons may assist in the set-up, but only for the time needed for set up. After this time they must leave the room.
6. The participant(s) may bring copies of the prospectus to the presentation for their personal reference. These do NOT have to be in official folios, will NOT be evaluated and may NOT be shown to judge(s).
7. Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
8. Participants are responsible for providing documentation of media rates and guidelines (in an Appendix or as a separate document) according to the Guidelines for Media Documentation section.
9. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the presentation will be interrupted and the participants will be asked to follow the noise policy. Note: The noise level may be less of an issue when only one presentation is taking place in a room at a time (often the case with this event).
10. Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on pages 4 and 5.

Failure to follow guidelines may result in disqualification.

PRESENTATION SCHEDULE

Ten (10) minutes for the judges to review the written entry

Twenty-five (25) minutes for participant set-up, presentation by the participant(s) and questions by the judges

Ten (10) minutes for scoring by the judges

ADVERTISING CAMPAIGN

JUDGE INSTRUCTIONS



The Advertising Campaign event was created by Collegiate DECA in response to the career opportunities available for college graduates in the advertising field. Participant(s) with career interests in advertising have developed a detailed ad campaign. Each team has selected their own prospective client/advertiser. Playing the role of a decision-maker in the prospective client's organization, you are to read the written document and then take part in a presentation by the team. The team must provide for you, as part of their written prospectus, documentation that supports the media rates and guidelines used. While a budget limit was not given to the participant(s), each team must identify the budget used for their campaign. Part of your role is to evaluate whether the budget was followed, and whether it is appropriate for the media, client and market indicated.

JUDGING THE WRITTEN ENTRY AND PRESENTATION

1. Please familiarize yourself with all of the guidelines before reading any of the prospectus and interacting with participants. Penalty points (see Written Event Checklist) have already been assessed. Your job is to evaluate the participant(s) written prospectus and presentation based on the Evaluation Form.
2. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
3. Place the participant(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the evaluation form for this event.
4. Participants will be scheduled for presentations at forty-five (45) minute intervals.
5. You will have ten (10) minutes to read the written entry before the participants enter the judging area/room.
6. Participants will have up to twenty five (25) minutes to set up in the presentation room/area, present their advertising campaign and answer questions from the judges. Remember, you are role-playing a decision maker in an organization looking for an effective advertising campaign. You may refer to the participant's prospectus or to your notes during the interaction with the participants.
7. You may ask questions of the participants to determine their ability to think spontaneously. To insure fairness, you must ask all participants the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current participant(s).
8. Following the participant's interaction with you, please thank the participant(s) and state that a decision will be made soon and the participant(s) will be notified of the decision. Please give no indication of their performance/score.
9. During the last ten (10) minutes, after the participants are excused from the judging area, you may score the participant(s). Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is one hundred (100) points. Note: If a bubble sheet is not provided, indicate your scores on the Advertising Campaign Evaluation Form.

The Evaluation Form follows the outline shown in the section entitled Format for Prospectus and Evaluation of the Prospectus, and the section entitled Guidelines for the Presentation, which explain in greater detail what should be discussed in each section. As you read the prospectus and listen to the presentation, ask yourself, "Will this work? Is it realistic given the budget limitations? Does the participant(s) sound knowledgeable? Did the participant(s) communicate clearly?" Ultimately, you must decide, "Would I hire this team to design and implement the advertising campaign for my organization?"

PRESENTATION SCHEDULE | IN FORTY-FIVE (45) MINUTE INTERVALS

Ten (10) minutes for the judges to review the written entry

Twenty-five (25) minutes for participant set-up, presentation by the participant(s) and questions by the judges

Ten (10) minutes for scoring by the judges

ADVERTISING CAMPAIGN EVALUATION CRITERIA



EVALUATION CRITERIA

A score under the heading Exceeds Expectations in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participant(s).

A score under the heading Meets Expectations in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A proposal which earns this level in every category for the presentation would probably receive strong consideration for hiring.

A score under the heading Below Expectations or Little/No Demonstration in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participants a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the field of advertising. If you have any suggestions for improving this event, please mention them to your event manager.

WE THANK YOU FOR YOUR HELP.



ADVERTISING CAMPAIGN WRITTEN ENTRY CHECKLIST



Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

Please refer to Guidelines for the Format of the Prospectus for a more detailed explanation of these items.

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER	NOTATION
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____	_____
2. Entries submitted in an official Collegiate DECA (or DECA) written event folio. Two copies submitted.	_____	5	_____	_____
3. Title page information has been provided as requested.	_____	5	_____	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 Per Page	_____	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced.	_____	5	_____	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____	_____
9. Documentation of media rates is provided for all media references.	_____	10	_____	_____
10. Media-only Appendix does not include material other than specific media documentation.	_____	10	_____	_____

Total Penalty Point Assessed: _____

A check indicates that the item has been examined.

A circled number indicates that an infraction has been noted.

A page number indicates the location of the infraction.

INSTRUCTIONS FOR REVIEWER

*Except for item #4, the penalty points assessed must be the exact number of points indicated in the Penalty Points Assessed column for the item in question. There is no partial assessment of penalty points. For example, for item #3: if the information has not been provided as requested, just circle the "5" points. You do not assess fewer than 5 points because most of the information is present.

ADVERTISING CAMPAIGN

WRITTEN STATEMENT OF ASSURANCES



Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by all members of the competitive team, where applicable, and should be placed at the front of the written entry binder that is submitted for penalty points. Students will NOT be permitted to present to judge(s) unless this has been submitted.

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general competitive event rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team members listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other participant/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team members listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.
8. DECA will retain one (1) official copy of all written entries. The second copy may be picked up by the participants or the advisor at a designated date, time, and location. This information will be announced during the event briefing session. Unclaimed written entries/folios will not be returned to the participants after the conference.

This statement of assurances must be signed by all members of the team and submitted during the Advertising Campaign event briefing, or entry will be given 15 penalty points.

_____ Name of Chapter	_____ Chapter Advisor	_____ Chapter Advisor Email
_____ Participant's Name	_____ Participant's Name	_____ Participant's Name
_____ Participant's Signature	_____ Participant's Signature	_____ Participant's Signature

ADVERTISING CAMPAIGN EVALUATION FORM



Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

Participant's Name: _____

I.D. Number: _____

	LITTLE/NO DEMONSTRATION	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED POINTS
1. The written and oral presentation shows evidence of a realistic knowledge of the advertising industry.	0-1-2	3-4-5	6-7-8	9-10	
2. Originality and Creativity: Does the campaign demonstrate creativity? Does the campaign itself use a unique and effective approach? (10 Possible Points)	0-1-2	3-4-5	6-7-8	9-10	
3. Are the objectives for the campaign clearly defined and realistic in terms of the budget?	0-1	2-3	4	5	
4. Is the target market analyzed clearly and accurately for the product(s) and/or service(s) being promoted? Also, are secondary targets considered accurately?	0-1-2	3-4-5	6-7-8	9-10	
5. Does the campaign stress product and/or service benefits which would conceivably appeal to the target markets described? Is the competitive advantage stated?	0-1	2-3	4	5	
6. Is the media selection realistic and defined properly in terms of reach, frequency and continuity?	0-1	2-3	4	5	
7. Does the campaign have a realistic duration, and are promotions scheduled properly in relation to the target markets?	0-1	2-3	4	5	
8. Does the campaign include an analysis of its budget, including all costs which would be incurred?	0-1-2	3-4-5	6-7-8	9-10	
9. Are anticipated sales given, and are they realistic in terms of the length and budget of the campaign?	0-1	2-3	4	5	
10. Do the ad layouts, commercials, etc. show a basic understanding of production techniques, as well as being consistent with the previous parts of the campaign? Are they original?	0-1-2	3-4-5	6-7-8	9-10	
11. Does the campaign mention how the results will be evaluated and what additional plans they have if the campaign is successful?	0-1	2-3	4	5	
12. Organization of Presentation: Consider neatness and organization of material, order of presentation, documentation of media rates. Was the presentation clear?	0-1-2	3-4-5	6-7-8	9-10	

ADVERTISING CAMPAIGN EVALUATION FORM (cont.)



	LITTLE/NO DEMONSTRATION	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED POINTS
13. Closing: Consider summary and conclusion of presentation and opening for future interview. Was contract presented as part of the close?	0-1	2-3	4	5	
14. Overall Performance: Appropriate appearance, poise, confidence, presentation technique, etc.	0-1	2-3	4	5	

Total Judged Points (100 maximum): _____

Less Penalty Points: _____

TOTAL POINTS (100 maximum): _____

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G H I J (circle one)

TIE BREAKER

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the participant(s) with the highest score for #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 4, 2, 10, 8, 12, 6, 7, 3, 5, 9, 11, 14, 13.